

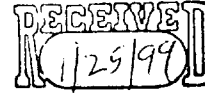


# HERBALIFE®

HERBALIFE INTERNATIONAL OF AMERICA, INC.  
9800 La Cienega Blvd., Inglewood, CA 90301  
Mailing Address: P.O. Box 80210, Los Angeles, CA 90080-0210  
(310) 410-9600 • FAX: (310) 258-7124

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JOHN P. VENARDOS  
Vice President, Regulatory Affairs  
International Product Management



January 18, 1999

Office of Special Nutritionals (HFS-450)  
Center For Food Safety and Applied Nutrition  
**FOOD & DRUG ADMINISTRATION**  
200 C Street, S.W.  
Washington, D.C. 20204

Ref.: **Cardio ToconOx™**

Dear Sir and/or Madam:

Pursuant to 21 CFR 101.93, please be advised that Herbalife International of America, Inc. has begun commercializing Cardio ToconOx™ dietary supplement in the United States.

Cardio ToconOx™ is labeled and promoted with statements provided for in section 403(r)(6) of the Federal Food, Drug, and Cosmetic Act.

#### **LABEL**

Suggested Serving: One or more capsules daily.

Best taken in the evening after dinner.

Cardio ToconOx™ contains a potent form of Vitamin E called tocotrienols which have up to 50 times more antioxidant potential than conventional Vitamin E.

#### **HERBALIFE FACT SHEET**

An advanced antioxidant for good health.

##### **FEATURES:**

Tocotrienols

Coenzyme Q10

Olive Oil

Olive Leaf Extract

##### **BENEFITS:**

A potent form of Vitamin E that can help protect the body from the harmful effects of free radicals, support a healthy cardiovascular system and help maintain healthy cholesterol.

A nutrient used in the production of energy and found in every cell of your body.

Provides powerful antioxidant benefits.

A newly discovered antioxidant that can help support the heart and blood.

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**PRODUCT BROCHURE INSERT**

Cardio ToconOx™

*An advanced antioxidant for good health.*

Herbalife has tapped into the health-enhancing benefits of Vitamin E to formulate Cardio ToconOx™, a scientifically advanced product derived from a potent form of Vitamin E called tocotrienols. This powerhouse formula also includes the nutrient Coenzyme Q10 and a carefully balanced blend of natural botanical oils with antioxidant properties.

- Includes tocotrienols, which can help protect the body from the harmful effects of free radicals.
- Can help support a healthy cardiovascular system and help maintain healthy cholesterol.
- Contains Coenzyme Q10, a nutrient used in the production of energy and found in every cell of your body.
- Provides the antioxidant benefits of olive oil.
- Includes olive leaf extract, a newly discovered antioxidant.

**PRODUCT FLYER**

Cardio ToconOx™

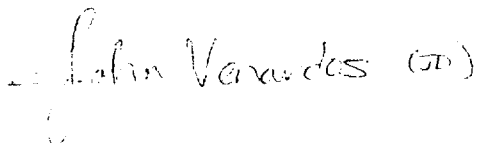
- Includes tocotrienols, which can help protect the body from the harmful effects of free radicals.
- Can help support a healthy cardiovascular system and help maintain healthy cholesterol.
- Contains Coenzyme Q10, a nutrient used in the production of energy and found in every cell of your body.
- Provides the antioxidant benefits of olive and rice bran oils.

Product labeling prominently bears the required boxed statement, "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease."

Herbalife International of America, Inc. certifies that the information contained in this notice is complete and accurate, and that the Company has substantiation that the foregoing statements are truthful and not misleading.

Please do not hesitate to advise should you have any questions.

Sincerely,



Suggested Serving: One or more capsules daily.  
Best taken in the evening after dinner.

Cardio ToconOx™ contains a potent form of Vitamin E called tocopherols which have up to 50 times more antioxidant potential than conventional Vitamin E.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Herbalife products are available only through Herbalife Independent Distributors.

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Cardio  
ToconOx™  
Dietary Supplement

30 CAPSULES

# Supplement Facts

Serving Size: 1 Capsule

Servings per Container: 30

	Amount	% Daily Value
Vitamin E (from Tocopherols*)	6 IU	20%
Tocopherols (from Tocopherols*)	20 mg	1
Unifed Olive Leaf Extract	20 mg	1
Coenzyme Q10	4 mg	1

\*Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value not established.

Other ingredients: Rice bran oil, gelatin, glycerin, lecithin, beetroot, olive oil, water and natural flavor.

Cardio ToconOx™ is Herbalife's trademark for the unique combination of Tocopherols, Olive Leaf Extract and Coenzyme Q10.

30 day money back guarantee.

Formulated exclusively for HERBALIFE INTERNATIONAL OF AMERICA, INC. Los Angeles, CA 90080-0210 U.S.A.

MADE IN U.S.A.

# **HERBALIFE®** Fact Sheet



**PRODUCT NAME:** **Cardio ToconOx™**

**SKU#:** 3060 (case of 6)  
0241 (HAP or unit)

**RETAIL PRICE:** \$22.95 (each)

**VOLUME POINTS:** 22.95

**SIZE:** 30 soft gels per bottle

**PACKAGING:** 6 bottles per case

**DESCRIPTION:** An advanced antioxidant for good health.

**FEATURES:**

Tocotrienols

**BENEFITS:**

A potent form of Vitamin E that can help protect the body from the harmful effects of free radicals, support a healthy cardiovascular system and help maintain healthy cholesterol.

Coenzyme Q10

A nutrient used in the production of energy and found in every cell of your body.

Olive Oil

Provides powerful antioxidant benefits.

Olive Leaf Extract

A newly discovered antioxidant that can help support the heart and blood.

**USER:**

Adults

**USAGE:**

One tablet a day. Best taken in the evening after a meal.

**CROSS-SELL:**

Cardio ToconOx™ can be used in conjunction with the Thermojetics® Weight-Management Program and Herbalife's entire line of nutritional products.

**COLLATERAL MATERIAL:** Product Brochure Insert

**NEW PRODUCT**

# Introducing Two New Products for Natural Health!

**Kick off 1999  
by sharing these  
exciting products!**

You're going to love Herbalife's newest natural health products. Looking for an advanced antioxidant for good health? Check out Cardio ToconOx™. Want to support your well-being? Advanced St. John's Wort with Uplifting Herbs can help enhance your mood and promote good feelings. Order today.

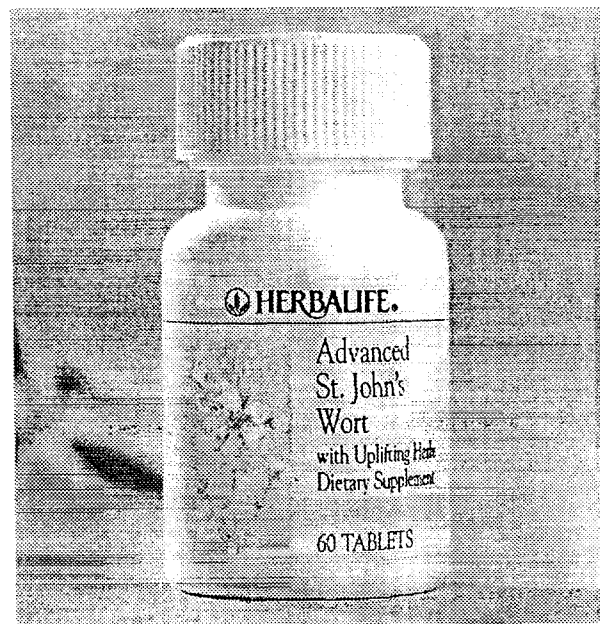


## Cardio ToconOx™

- Includes tocotrienols, which can help protect the body from the harmful effects of free radicals.
- Can help support a healthy cardiovascular system and help maintain healthy cholesterol.
- Contains Coenzyme Q10, a nutrient used in the production of energy and found in every cell of your body.
- Provides the antioxidant benefits of olive and rice bran oils.

#3060 (case of 6)

#0241 (HAP or unit) \$22.95



## Advanced St. John's Wort with Uplifting Herbs

- Formulated with high-quality St. John's Wort.
- Includes Gotu Kola, an Indian herb, that can help support the central nervous system and enhance vitality.
- Features Suma, an herb known as Brazilian Ginseng, used to increase energy and boost mood levels.
- Contains Maca, an herb known as Peruvian Ginseng, used as an energy and mental enhancer.

#3010 (case of 6)

#0162 (HAP or unit) \$19.95

**Call Today! (310) 216-7770**

 **HERBALIFE.**

**New!**



Herbalife has tapped into the health-enhancing benefits of Vitamin E to formulate Cardio ToconOx™, a scientifically advanced product derived from a potent form of Vitamin E called tocotrienols. This powerhouse formula also includes the nutrient Coenzyme Q10 and a carefully balanced blend of natural botanical oils with antioxidant properties.

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#0241 (HAP or unit) \$22.95